

**HCL**

# Engineering **scalable** consumer digital platforms

For unparalleled and unified fan experience

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“Becoming a platform-based company is ultimately a question of mindset. It requires both the determination to stay the course and the flexibility to change and adjust based on what platform teams learn.”

- McKinsey in its article titled ‘The Platform Play: How to Operate like a Tech Company’

HCL is helping customers across the globe to adopt a platform mindset and fast track their journey to resilient digital platform experiences. The case study below exemplifies our digital transformation story- how enterprises are leveraging HCL’s advisory, architecture, change management, and engineering services to deliver superior consumer platforms and experiences.

## CASE STUDY: UNPARALLELED DIGITAL FAN EXPERIENCE FOR ONE OF THE MOST SOUGHT-AFTER SOCCER CLUBS

HCL designed and developed a global fan engagement platform integrating discrete business functions into a unified solution, powering the client’s fan ecosystem.

### CHALLENGES

- Struggling to establish a deep customer connect across the global fan base
- Limited fan insights across the geographies
- Fragmented systems for merchandise, ticketing, and venue purchases
- Under-leveraged opportunity for sponsors/ partners to promote their products and services
- Low digital revenue with a YoY drop

### PLATFORM DRIVERS



Keeping the fan base engaged across the journey- pre-match and post-match



Creating value in fan interactions for the club



Providing intelligent fan insights across geographies



Opening new channels for sponsors and partners to promote their products and services



Increasing digital revenue



## HCL'S SOLUTION: A NEXT-GEN DIGITAL PLATFORM FOR FAN ENGAGEMENT



An immersive experience and enhanced capabilities to engage key stakeholders



A single digital platform to do all the shopping, buying tickets and kits, and checking out dressing room stories and appearances giving an omnichannel experience



Customer insights and targeted delivery of rich and engaging content



Microservices architecture deployed on AWS and tuned to support millions of concurrent users and auto-scalability



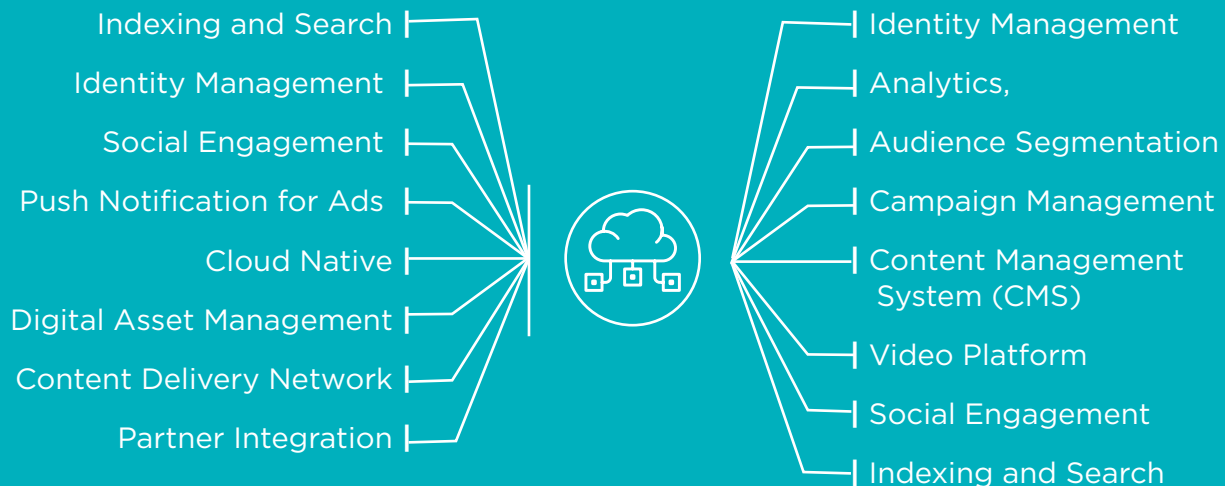
End-to-end monitoring and operational efficiencies



70% platform reusability



Increased sponsorship and digital revenue



## IMPACT CREATED



Fan base increased from 650 million to over 1.1 billion leading to higher media outreach



Increased engagement and Improved time spent on the site by 2x

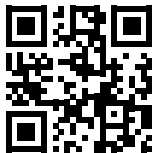


Additional £10+ million in digital sponsorship opportunities



Efficient replication of content in 7 languages

Please reach out to **CS\_Marketing@hcl.com** to schedule a detailed discussion around fan engagement.



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